



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Aman Safaei

Confirmation No. 9509

Serial No.: 10/625,382

Group Art Unit: 3622

Filed: July 23, 2003

Examiner: Kimberly D. Nguyen

For: MARKETING ANALYSIS AND PLANNING SYSTEM AND METHOD

I hereby certify that this correspondence is being deposited with the United States Postal Service on the date shown below with sufficient postage as "Express Mail Post Office to Addressee" Mailing Label Number EV516207077US to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

July 26, 2005
Date

Steven E. Koffs
Steven E. Koffs, Registration No. 37,163

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT TRANSMITTAL LETTER

Dear Sir:

Enclosed herewith is an Information Disclosure Statement pursuant to 37 CFR. § 1.56 in connection with the above-identified application, which statement is being filed:

- Together with the present application.
- Before the first Office Action on the merits or three (3) months from the filing date of this application, whichever occurs last. [37 CFR § 1.97(b)]
- After the first Office Action on the merits, but before a Final Office Action under §1.113 or Notice of Allowance under §1.311, whichever occurs first. [37 CFR § 1.97(c)]
- After a Final Office Action under §1.113 or Notice of Allowance under §1.311, but prior to or with payment of the Issue Fee. [37 CFR § 1.97(d)]

Consistent with Applicant's obligations pursuant to 37 CFR §§1.97 and 1.98, the following requirements have been met:

[] No separate requirements are needed.

[] No additional fee is required.

[X] **Fee Under 37 CFR § 1.97(c)**

The fee of \$180.00 for submission of an IDS under § 1.97(c) as set forth in § 1.17(p) accompanies this statement.

[] **Fee Under 37 CFR § 1.97(d)**

The fee of \$180.00 for submission of an information disclosure statement under § 1.97(d) set forth in § 1.17(p) accompanies this statement.

[] **Certification Under 37 CFR § 1.97(e)**

- () Each item of information contained in this statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this statement; or
- () No item of information contained in this statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the statement after making reasonable inquiry, no item of information contained in this statement was known to any individual designated in §1.56(c) more than three months prior to the filing of this statement.

Provision of Copies of References

[X] A copy of each of the non-U.S. patent references listed on the attached Form PTO-1449 is enclosed herewith and forms a part hereof.

[] Translations or partial translation of the indicated references are enclosed herewith and form a part hereof.

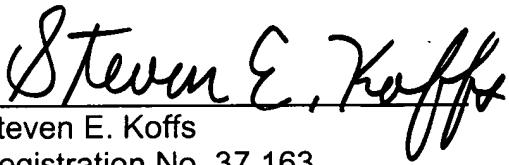
[] A copy of the Search Report from a corresponding British application is enclosed herewith.

- [] A copy of the International Search Report from a corresponding or related PCT application is enclosed herewith.

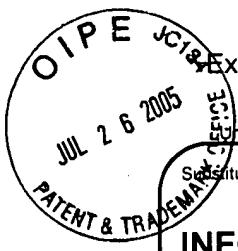
Identification of Prior Application(s) In Which Listed Information Was Already Cited And For Which No Copies Are Submitted Or Need Be Submitted

- [] This application relies, under 35 U.S.C. § 120, on the earlier filing date of prior U.S. Application No(s). . The following references were submitted to, and/or cited by, the Office in the prior application(s) and therefore are not required to be provided in this application:
- [x] The Commissioner is hereby authorized to charge any fees associated with this communication or credit any overpayment to Deposit Account No. 04-1679. A duplicate copy of this transmittal is attached.

Respectfully submitted,


Steven E. Koffs
Registration No. 37,163
Attorney for Applicant(s)

DATE: July 26, 2005
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				
Sheet	1	of	1	Attorney Docket Number
				W1200-00040

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		BAKER et al, Divid and Conquer, Journal of Business Stratety, September 1999, 8 pp., Vol. 20, https://www.dialogclassic.com/main.vmgw , 12/01/2004	
		JOHNSON, Dave, Map Out Your Profits, PC Computing, February 1999, 2 pp., Vol. 12, https://www.dialogclassic.com/main.vmgw , 12/01/2004	
		Microsoft MapPoint 2000 Delivers New Mapping and Analysis Program, 1998, PR Newswire, 3 pp., https://www.dialogclassic.com/main.vmgw , 12/01/2004	
		O'MALLEY et al., Retailing Applications of Geodemographics: A Preliminary Investigation, 1995, 9pp, https://www.dialogclassic.com/main.vmgw , 12/03/2004	
		MARSHALL, Patrick, Review: MapPoint 2000 Raises the Bar for Desktop Mapping, InfoWorld, 1999, 2 pp., Vol. 21, https://www.dialogclassic.com/main.vmgw , 12/01/2004	
		TETZELI, Rick, Mapping for Dollars, Fortune, 1993, 5 pp., Vol. 12, https://www.dialogclassic.com/main/vmgw , 12/03/2004	

Examiner Signature	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.